To: Orourke, Rory, Goodman, Mark, 1300 - Philadelphia Region (SWEETD), 1200 - New York Region (SCULLYA)
From: S=Kerigan; G=Jack; I=J.; O=msmail; P=rjrt; A=rjrx400; C=us
Posted: 12/9/96 17:16
Opened: 12/9/96 16:01
Subject: FW: SALEM Retail Incentive Items

From: Kerigan, Jack J.
To: Smith, Lynne S.
Cc: Young, Mark <RSM> 1200; Loftin, Jerry R. <RSM> 1300; Shouse, Doug W.
Subject: SALEM Retail Incentive Items
Date: Friday, December 06, 1996 3:06PM

Dear Lynne,

As discussed, please ship the following fulfillment items to the respective Sales Regions. They will be using them as Retail Incentives to move SALEM volume prior to year-end and avoid critical out-of-stocks in the face of competitive year-end programs.

ship to:	New York Metro ROU	Philadelphia ROU
large sweatshirt	124	124
xl sweatshirt	100	100
hats	2,000	1,000
scarves	200	300
zippo lighters	500	500

Lynne, if the current quantities do not add up perfectly, please round off. The only item with anything remaining should be Zippos.

Thank you for your help!

Jack

PS Good Selling, Guys--Help us out!

51847 7662

Source: https://www.industrydocuments.ucsf.edu/docs/gsgy0000